

# Factors Influencing Purchase Decision with Brand Image as an Intervening Variable in Using Pelita Air Transportation (Jakarta-Bali)

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**Abstract:-** This study aims to examine the factors influencing purchase decisions, with brand image serving as an intervening variable, in the utilization of Pelita Air transportation services on the Jakarta-Bali route in 2023. The study population comprises passengers of Pelita Air on the Jakarta-Bali route who have used the airline's services at least once. The research employs a Structural Equation Model-Partial Least Square (SEM-PLS) approach, supported by the SmartPLS 3.0 software. Data collection was conducted through a structured questionnaire distributed to passengers prior to boarding their flights. The analysis of the collected data reveals that brand image, price, and trust significantly influence purchase decisions. Furthermore, service quality, price, and trust have a significant impact on brand image. However, the study finds no significant influence of product on brand image. Additionally, neither service quality nor product significantly affects purchase decisions. The implications of these findings are further discussed in this article.

**Keywords:-** Purchase Decision, Brand Image, Service Quality, Product, Price, Trust, Pelita Air.

## I. INTRODUCTION

Air transportation using airplanes serves as a vital service in facilitating the movement of goods and passengers. Rapid advancements in this sector have enabled business expansion beyond national boundaries, driven by technological developments and improvements in air transportation infrastructure. The increasing number of companies operating in this industry has intensified competition, compelling airlines to implement various marketing strategies to attract consumers. Success in the service sector is ultimately determined by consumers' decisions to utilize the offered services (Kurniawan, et al., 2018). The Jakarta–Denpasar route was the first route introduced by Pelita Air. Nearly all domestic airlines operate flights on this route, leading to intense competition in securing market share. The selection of the Jakarta–Denpasar route as the focus of this study is particularly significant, as its performance was observed to be the lowest compared to other routes operated by Pelita Air during the period of January to September 2023.

The fact that this route has exhibited suboptimal performance presents an opportunity to conduct a more in-depth analysis to understand the underlying factors contributing to this issue. This study aims not only to provide a comprehensive insight into the specific challenges faced on the Jakarta–Denpasar route but also to explore potential improvements and strategies that can be implemented to enhance its performance. By identifying and addressing potential barriers, this research is expected to offer constructive contributions toward optimizing Pelita Air's operations and strengthening its competitiveness in the domestic aviation market. One effective approach to encourage passengers to make purchasing decisions regarding airline services is by delivering high-quality service. Consumers tend to prefer products or services from companies that provide satisfactory service quality. Satisfaction with the quality of service received increases the likelihood of consumers making repeat purchases or using similar services in the future (John, 2022). Conversely, dissatisfaction with service quality may prompt consumers to seek alternatives or switch to competitors offering superior services (Yosua and Herlina Budiono, 2019).

One strategy to increase the number of customers utilizing services is by offering competitive pricing. The cost of products or services set by providers can significantly influence purchasing decisions (Adenkule, 2018). Higher prices for a product or service may act as a barrier to purchase decisions made by consumers (Aang, 2022). Conversely, lower prices can incentivize consumers to make purchases (Rae and Herlina Budiono, 2020).

According to the Regulation of the Minister of Transportation of the Republic of Indonesia Number PM 30 of 2021, airlines are classified into three types of services: full service, medium service, and low-cost service. Full-service airlines provide complete facilities such as meals and drinks (catering), reading materials such as newspapers and magazines, as well as in-flight entertainment. This type of service can include more than one class, such as First Class, Business Class, and Economy Class. Meanwhile, medium-service airlines offer meals and drinks without additional charges and free baggage allowance. This service typically offers only one class, which is Economy Class. The last category is low-cost airlines, commonly known as Low-Cost Carrier (LCC), Budget Airlines, No-Frills Flight, or Discount

Carrier, adopts a strategy of reducing operational costs to

offer more affordable ticket prices.

Route wv	Route	Freq	CAP	POB	Avg Fare	SLF
CGKDPCGK	CGK-DP S	681	116.550	70.526	799.250	60,51%
	DPS-CGK	681	116.550	77.807	851.751	66,76%
CGKSUBCGK	CGK-SUB	978	171.750	126.445	680.081	73,62%
	SUB-CGK	978	171.750	131.046	695.868	76,30%
CGKYIACGK	CGK-YIA	169	30.420	21.840	511.248	71,79%
	YIA-CGK	169	30.420	23.399	583.175	76,92%
CGKBPNCGK	CGK-BPN	302	54.360	43.435	1.077.935	79,90%
	BPN-CGK	302	54.360	43.214	1.059.155	79,50%
CGKPLMCGK	CGK-PLM	171	30.780	20.637	453.444	67,05%
	PLM-CGK	171	30.780	24.445	548.584	79,42%
CGKPKUCGK	CGK-PKU	221	39.780	30.062	821.457	75,57%
	PKU-CGK	221	39.780	34.216	915.920	86,01%
CGKPDGCGK	CGK-PDG	274	49.320	37.229	884.629	75,48%
	PDG-CGK	274	49.320	39.747	967.950	80,59%
CGKPNKCGK	CGK-PNK	75	13.500	10.471	755.846	77,56%
	PNK-CGK	75	13.500	10.176	774.166	75,38%
<b>Grand Total</b>		<b>5.742</b>	<b>1.012.920</b>	<b>744.695</b>	<b>782.844</b>	<b>73,52%</b>

Fig 1: Performance of Pelita Air

There is an interesting complexity in the perception of price and service quality within the airline industry, which generates significant attention in the context of this study's topic. From a theoretical framework, these aspects can be analyzed through consumer behavior and marketing strategy. In this case, the study of PT Pelita Air Service, a Medium Service airline, reveals that their ticket prices are relatively higher compared to Low-Cost Carriers (LCC) in Indonesia. However, an intriguing phenomenon arises when passengers choose LCCs, despite Pelita Air's ticket prices being almost the same, even though there is a significant difference in the facilities and services offered. This phenomenon raises questions about the psychological and strategic factors that influence consumer preferences in selecting an airline, as well as the implications for Pelita Air Service's marketing strategy.

From an industry perspective, this situation illustrates the challenges faced by airlines in influencing consumer preferences. Although Pelita Air Service offers more services than its competitors, the challenge of attracting passengers with similar prices indicates the need for a more innovative and holistic marketing strategy. This underscores the importance of gaining a deeper understanding of the psychological dynamics of consumers in making decisions about air travel. To compete effectively, a strategy is required that not only focuses on price aspects but also strengthens the added value that Pelita Air Service offers to consumers.

It is essential to further evaluate this phenomenon as a reflection of how factors like price, perception, and service-related aspects interact to influence consumer decisions in the airline industry. An integrated framework that combines consumer behavior, marketing strategy, and an in-depth understanding of consumer psychology is critical for Pelita

Air Service to navigate market competition and increase its attractiveness. A more comprehensive approach is needed in designing marketing strategies that not only emphasize price but also highlight competitive advantages and value offered. This aims to attract consumers who are increasingly dynamic in setting their preferences for air travel services.

Additionally, flight schedules are an important consideration, particularly flexible schedules that align with consumers' travel plans. Direct flight routes are the primary choice as they reduce the need for layovers. Furthermore, the airline's reputation is a crucial factor, where consumers tend to prefer airlines with a positive image. The facilities and services provided by the airline also play a significant role in increasing customer satisfaction. Besides these factors, purchase decisions are also influenced by situational factors such as travel purpose, travel time, and promotions or discounts.

Several studies have been conducted to examine the factors influencing purchase decisions in air transportation. Yap and So (2004) revealed that an airline's reputation, along with the facilities and services provided, significantly contribute to purchase decisions. On the other hand, a study by Yau and Ng (2003) emphasized that ticket price, flight schedule, and route are key factors influencing purchase decisions. Chen and Chen (2005) found that situational factors such as the purpose of travel, travel time, and the presence of promotions or discounts also significantly impact purchase decisions for air travel. Consumers are more likely to choose airlines with direct routes, convenient flight schedules, and affordable ticket prices.

Customer trust is defined as the general expectation that individuals have that the statements or commitments of others can be relied upon (Leninkumar, 2017). A high level of trust will encourage consumers to remain loyal to the services they use or switch to other services that offer better quality (Bambang, 2021). According to Rachman and Oktavianti (2021), trust is the willingness of customers to rely on a brand that can deliver positive results, which can foster their loyalty to the brand. Customer loyalty reflects the growing dedication within customers to make repeat purchases of a certain product or service in the future. Therefore, customer loyalty is considered a fundamental element for the sustainability of a company (Hikaru et al., 2021).

Brand image refers to the beliefs surrounding a particular symbol, name, design, and consumer perceptions of a brand. Every company has a unique approach to establishing a brand image within a product, aiming to ensure the product is widely recognized and embedded in consumers' minds, thus influencing the purchase decision process. Studies by Sanjiwani & Suiasana (2019) and Miati (2020) state that brand image positively influences purchasing decisions.

Previous research shows inconsistency in the influence of variables on purchase decisions and brand image. Margono et al. (2019) state that service quality does not affect purchasing decisions, while Faiza & Basuki (2018), Gulo et al. (2019), Barokah and Nahar (2017), and Rachmawati et al. (2017) found partial influences. Similarly, Agussalim & Ali (2017) and Hestyani & Astuti (2017) concluded that product quality positively influences brand image, while Nuraini & Maftukhah (2015) stated the opposite.

On the other hand, studies by Sanjiwani & Suiasana (2019) and Miati (2020) show that brand image positively influences purchase decisions. Consumer trust is also considered to have a significant impact on purchasing decisions, as revealed by Susanti & Rustam (2022), while Yunita et al. (2019) show that consumer security also significantly affects purchasing decisions.

Research by Armayani and Jatra (2019) and Albari and Safitri (2018) concludes that price factors positively influence brand image. Anggita & Ali (2017) also found that quality variables positively influence purchase decisions. Laoli & Hasan (2020) also concluded that product quality variables influence purchase decisions. Additionally, studies by Arianto & Patilaya (2018) and Brata et al. (2017) state that product quality has a positive and significant effect on purchase decisions. However, studies by Nasution et al. (2020) and Supriyadi et al. (2017) show different results, indicating that product quality does not influence purchase decisions.

Based on the problem statement and the discussion of several previous studies related to the decision to use Pelita Air, several variables influencing this decision have been identified. Therefore, the researcher is interested in conducting a study titled **“Factors Influencing Purchase Decision with Brand Image as an Intervening Variable in**

**Using Pelita Air Transportation (Jakarta-Bali) in 2023”..**

## II. LITERATURE REVIEW

### A. Service Quality

Service quality is a dynamic state that is closely related to products, services, human resources, procedures, and conditions that at least meet the expectations of the desired service quality (Hidayati et al., 2021).

### B. Product Quality

Product quality refers to the overall combination of attributes resulting from marketing, design, production, and maintenance that make the product suitable to meet customer or consumer expectations (Jamilah et al., 2022).

### C. Price Perception

Price perception is the value assigned by a buyer to obtain a product or service (Kotler and Armstrong, 2019:52).

### D. Trust

Trust is defined as the subjective probability in which consumers expect the seller to perform a specific transaction according to expectations (Dian, 2021).

### E. Brand Image

Brand image refers to the impression that is ingrained in the buyer's mind regarding a specific brand, whether it is a product or service (Cendana, 2017).

### F. Trust

Purchase decision is the process of selecting and purchasing a product or service by the buyer (Sabar et al., 2020).

## III. METHOD

The study method used aims to explain the factors that influence purchase decisions with brand image as an intervening variable in the use of Pelita Air transportation (Jakarta-Bali route) in 2023, with a sample size of 150 respondents. The sampling technique employed is nonprobability sampling, which does not give every member of the population an equal chance to be selected as a sample, using a saturated sampling method. Data collection was conducted through questionnaires distributed via Google Forms, with measurements using a Likert scale ranging from a score of 1 (strongly disagree) to 5 (strongly agree). For data analysis, this study uses Structural Equation Modeling (SEM) processed with the SmartPLS version 3.2.7 software. PLS (Partial Least Squares) is one of the approaches in Structural Equation Modeling (SEM) based on variance or components. The analytical model used in this study illustrates the relationship between independent and dependent variables. The independent variables to be investigated include service quality, product quality, price, and trust, while the dependent variable is purchase decision. Brand image functions as an intervening variable that influences the relationship between the independent and dependent variables. The influence of the three independent variables on the purchase decision, with brand image as a mediator, is depicted as follows Figure II.:

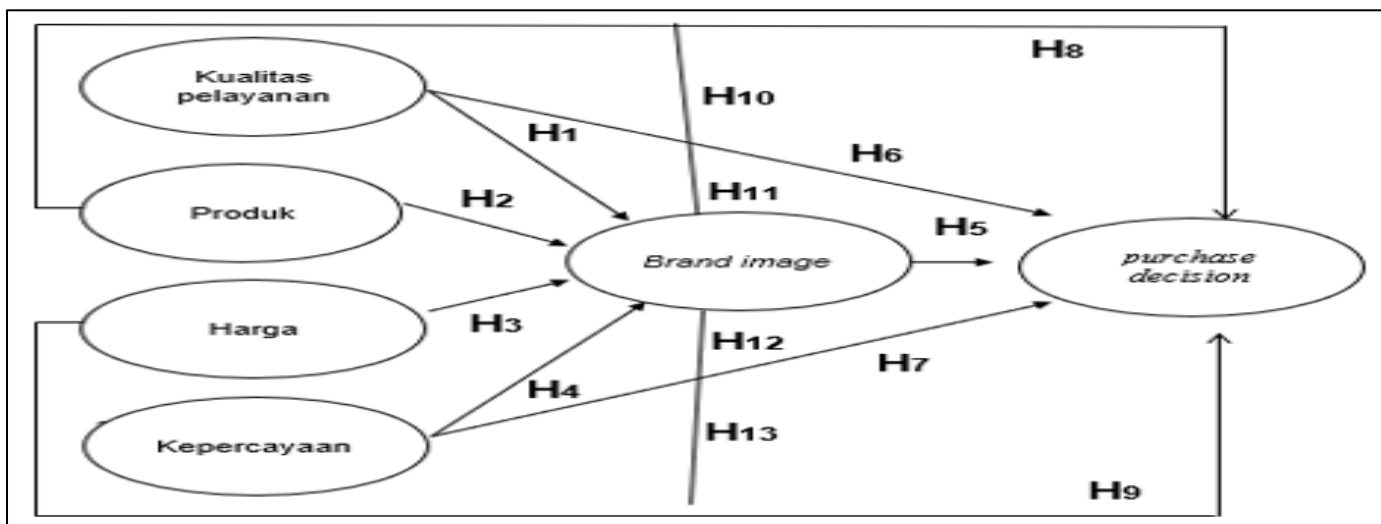


Fig 2: Framework of Thinking

#### IV. RESULT

The following Figure III. is a description of the output for factor loadings related to the constructs in this study, namely service quality, product quality, price perception, trust, brand image, and purchase decision.

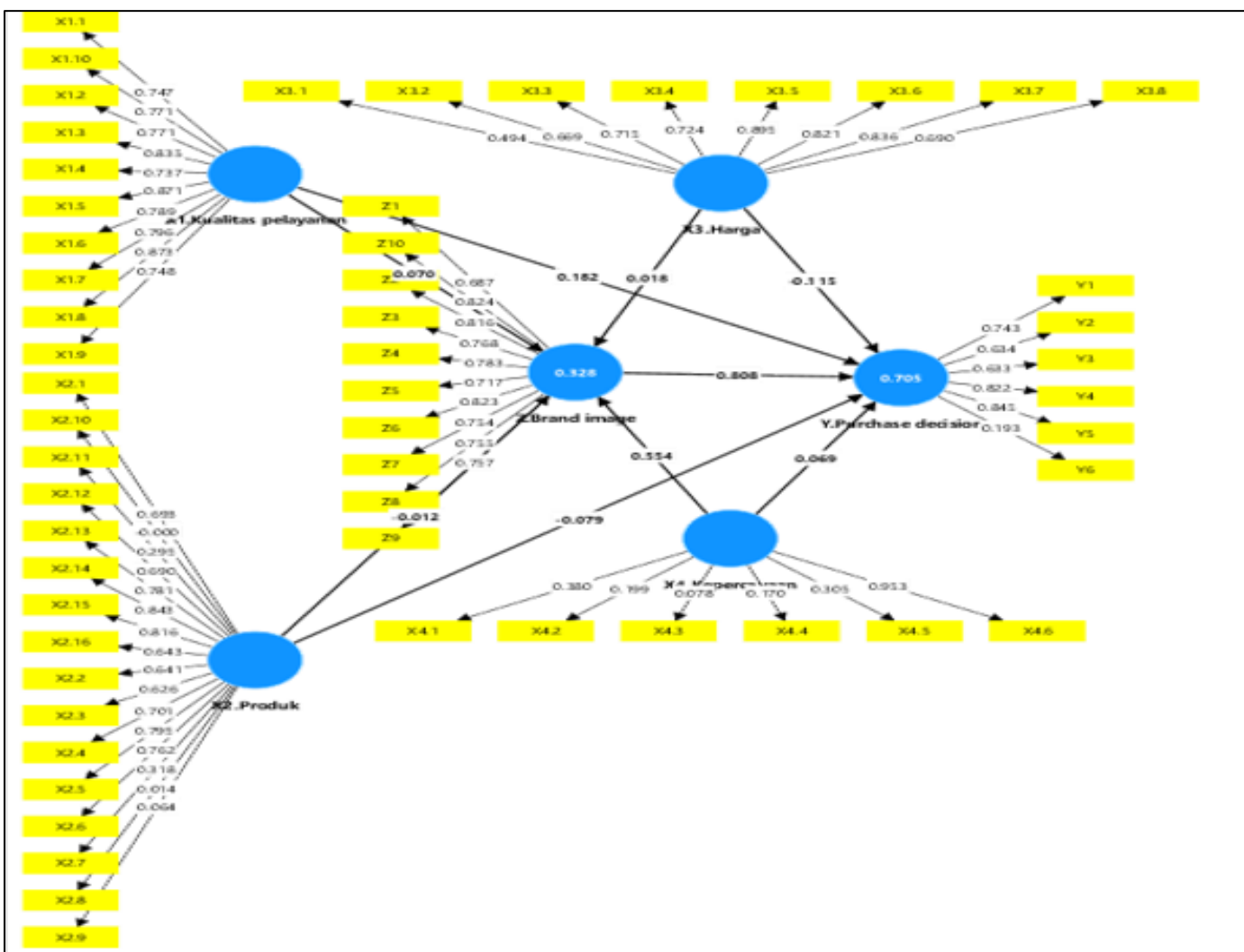


Fig 3: Outer Model Scheme  
 (Source: Processed using SmartPLS)

This output demonstrates the relationships between variables and the contribution of each indicator in measuring the respective constructs. Factor loadings indicate the extent to which each observed variable (indicator) represents its associated latent construct. Higher factor loading values—typically above 0.70—suggest strong relationships and reliability of indicators in capturing the intended construct.

These loadings are analyzed to evaluate the validity and reliability of the measurement model, ensuring that the constructs are accurately represented by their respective indicators. The interpretation of these results is critical for determining the adequacy of the measurement model before proceeding to the structural model analysis.

Table 1: Validity Test

Variable	Item / Indikator	Outer Loading	Note
<b>Service Quality</b>	X1.1	0,743	Valid
	X1.2	0,769	Valid
	X1.3	0,835	Valid
	X1.4	0,740	Valid
	X1.5	0,870	Valid
	X1.6	0,791	Valid
	X1.7	0,799	Valid
	X1.8	0,874	Valid
	X1.9	0,749	Valid
	X1.10	0,770	Valid
<b>Produk</b>	X2.1	0,696	Valid
	X2.2	0,655	Valid
	X2.3	0,630	Valid
	X2.4	0,711	Valid
	X2.5	0,806	Valid
	X2.6	0,772	Valid
	X2.12	0,696	Valid
	X2.13	0,794	Valid
	X2.14	0,851	Valid
	X2.15	0,825	Valid
<b>Price</b>	X2.16	0,648	Valid
	X3.2	0,645	Valid
	X3.3	0,716	Valid
	X3.4	0,728	Valid
	X3.5	0,896	Valid
	X3.6	0,814	Valid
	X3.7	0,843	Valid
	X3.8	0,697	Valid
<b>Trust</b>	X4.1	1,000	Valid
<b>Purchase decision</b>	Y.1	0,744	Valid
	Y.2	0,633	Valid
	Y.3	0,627	Valid
	Y.4	0,828	Valid
	Y.5	0,849	Valid
<b>Brand image</b>	Z.1	0,687	Valid
	Z.2	0,816	Valid
	Z.3	0,768	Valid
	Z.4	0,783	Valid
	Z.5	0,717	Valid
	Z.6	0,823	Valid
	Z.7	0,753	Valid
	Z.8	0,756	Valid
	Z.9	9,757	Valid
	Z.10	0,824	Valid

(Source: Processed using SmartPLS, 2024)

Based on Table I, it can be concluded that all items in the variables of service quality, product quality, price perception, trust, brand image, and purchase decision have outer loading values greater than 0.5. This indicates that all indicators are valid and adequately represent their respective constructs. Outer loading values above 0.5 suggest that each indicator has a sufficiently strong correlation with its latent variable, meeting the minimum threshold for convergent validity. Consequently, these results affirm the reliability of the measurement model in capturing the intended dimensions of each construct, providing a solid foundation for further structural analysis.

**A. Reliability Test**

This study evaluates the reliability of latent constructs using Composite Reliability and Cronbach's Alpha. The purpose of this test is to assess the internal consistency of the instruments used in the model. According to the guidelines provided by Abdillah (2018), the recommended thresholds for reliability measures are:

- Composite Reliability (CR):  $\geq 0.7$
- Cronbach's Alpha (CA):  $\geq 0.6$

The results of the internal consistency reliability test are summarized in Table II. below:

Table 2: Consistency Reliability Value

Variable	Cronbach's Alpha	Composite Reliability
Service Quality	0,879	0,943
Product	0,937	0,974
Price	0,892	0,911
Trust	0,923	0,899
Brand image	0,794	0,817
purchase decision	0,923	0,926

(Source: Processed using Smart PLS ver. 2)

Based on the results presented in Table II., after adjustments to the measurement model, the six latent constructs—service quality, product, price, trust, brand image, and purchase decision—demonstrate Composite Reliability (CR) values of 0.879, 0.937, 0.892, 0.933, 0.794, and 0.923, respectively. All these values exceed the minimum threshold of  $CR \geq 0.7$ , indicating strong reliability. Furthermore, the Cronbach's Alpha (CA) values for each construct are reported as 0.943, 0.974, 0.911, 0.899, 0.817, and 0.926, which are well above the minimum standard of  $CA \geq 0.6$ . Therefore, all latent constructs in this study are considered reliable and suitable for further analysis in evaluating the inner model.

**B. Evaluation of Godness-of-Fit for Structural Model (Inner Model)**

The predictive relevance ( $Q^2$ ) value is employed to assess the structural model's goodness-of-fit and its predictive accuracy. It measures how well the independent variables explain the variance in the dependent variables. The formula used to calculate predictive-relevance ( $Q^2$ ) is as follows:

$$Q^2 = 1 - (1 - R_1^2) (1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0,332)(1 - 0,707)$$

$$Q^2 = 1 - (0,668)(0,293)$$

$$Q^2 = 1 - (0,195)$$

$$Q^2 = 0,805$$

Where:  $R^2$  represents the percentage of variance in the dependent variable explained by the independent variables, assessed using the coefficient of determination. Table III. below presents the coefficient of determination ( $R^2$ ) results for the variables examined in this study:

Table 3: R-Square

Variabel	R- Square	Adjusted R Square
Brand image	0,332	0,304
purchase decision	0,707	0,691

(Source: Processed using SmartPLS, 2024)

Based on the R-Square ( $R^2$ ) results, the brand image variable obtained a value of 0.33. This indicates that the variables service quality, product, price, and trust collectively explain 33% of the variation in brand image, while the remaining 67% is influenced by other factors outside the model analyzed in this study. This coefficient of determination falls into the moderate category, as its value exceeds 0.33. Meanwhile, for the purchase decision variable, the  $R^2$  value is 0.71, which means that 71% of the variation in purchase decision is influenced by service quality, product, price, trust, and brand image, while the remaining 29% is explained by other variables outside this study model. This coefficient of determination is classified as good, as it exceeds 0.67.

**C. Hypothesis Testing**

The predictive relevance ( $Q^2$ ) value is employed to assess to test the hypotheses in this study, the bootstrapping technique in SmartPLS was employed. A hypothesis is accepted if the significance level is less than 0.05 or if the t-value exceeds the critical value of 1.67 (Hair et al., 2014). The detailed results of the hypothesis testing are presented in the following figure IV.

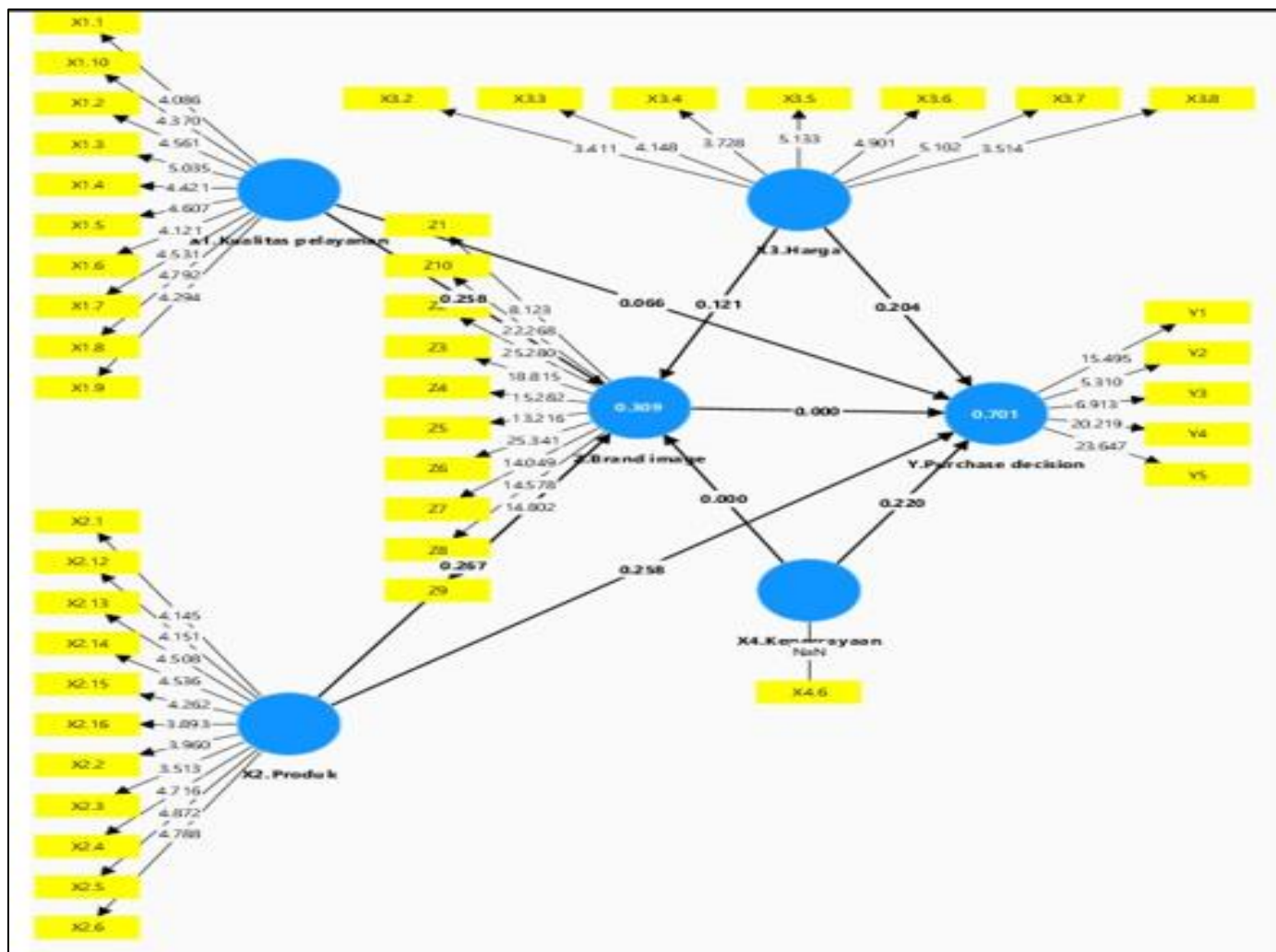


Fig 4: Bootstrapping Scheme (Source: Processed Data, 2023)

Based on the calculations using the bootstrapping method with the SmartPLS program, the t-statistic values for each indicator were found to be above 1.67, indicating

that all dimensions have a significant effect. The following Table x.x are the results of the hypothesis testing based on the variables under investigation:

Table 4: Hypothesis Result Total

Hypothesis	Correlation	Direct Effect	Original Sample	T-Statistic	P-Value (1-Tailed)
H1	Service Quality → Brand Image	0.196	1.882	0.030	Significant positive effect
H2	Product → Brand Image	-0.044	0.555	0.290	No effect
H3	Price → Brand Image	0.287	1.914	0.028	Significant positive effect
H4	Trust → Brand Image	0.348	2.447	0.007	Significant positive effect
H5	Brand Image → Purchase Decision	0.376	4.612	0.000	Significant positive effect
H6	Service Quality → Purchase Decision	-0.017	0.130	0.448	No effect
H7	Product → Purchase Decision	1.168	1.890	0.187	Significant positive effect
H8	Price → Purchase Decision	-0.262	1.924	0.027	Significant negative effect
H9	Trust → Purchase Decision	0.348	2.447	0.007	Significant positive effect

(Source: Processed using SmartPLS ver. 2)

D. The Influence of Service Quality on Brand Image

Based on the test results, it was found that service quality has a significant impact on brand image. This indicates that the better the service quality provided by Pelita Air, the stronger the company’s brand image will become. Therefore, the hypothesis testing the relationship between service quality

and brand image is accepted. These findings align with previous research, such as Barokah and Nahar (2017) and Rachmawati et al. (2017), which state that service quality has a partial impact on purchase decisions. A study by Maharani (2019) also concluded that service quality has a significant partial impact on purchase decisions.

#### *E. The Influence of Product on Brand Image*

Based on the testing results, it was found that there is no effect between the product and brand image. From this result, it can be concluded that the higher the product offered by Pelita Air, the less it can enhance the brand image. Therefore, the hypothesis formulated does not align with the results of the study conducted. Hypothesis 2 is rejected. This result does not match previous studies, such as those by Nuraini & Maftukhah (2015), who directly stated that product quality does not affect the brand image of Wardah cosmetics. In contrast, the study by Hestyani & Astuti (2017) showed that product quality has a positive and significant effect on the brand image of Mustika Ratu.

#### *The Influence of Price on Brand Image*

Based on the analysis results, it was found that price has a significant effect on brand image. This indicates that the higher the price charged by Pelita Air, the greater the impact on the company's brand image. Therefore, the hypothesis testing the influence of price on brand image is accepted. However, these findings are not fully aligned with some previous studies. Erlitna and Soesanto (2018) and Saraswati and Rahyuda (2017) reported that price has a positive and significant effect on brand image.

#### *F. The Influence of Trust on Brand Image*

Based on the analysis, it was found that trust has a positive and significant effect on brand image. This means that the greater the level of trust that customers place in Pelita Air, the stronger the company's brand image will be. Strong trust, which meets customer expectations, has been proven to significantly strengthen the brand image. Therefore, the hypothesis testing the relationship between trust and brand image is accepted. This finding is consistent with previous research, which states that trust in a brand reflects the consumer's willingness to face the risks associated with the chosen brand and tends to generate positive perceptions (Lau & Lee, 1999). Brand trust also plays an essential role in reducing customer uncertainty and enhancing brand loyalty (Holbrook, 2001). Moreover, trust is maintained when the brand demonstrates high reliability and integrity (Morgan and Hunt, 1994).

#### *G. The Influence of Brand Image on Purchase Decision*

Based on the analysis results, it was found that brand image has a positive and significant effect on purchase decision. This indicates that the stronger the brand image held by Pelita Air, the greater its impact on the consumer's purchase decision. A positive brand image, which aligns with customer expectations, has been proven to influence their decision-making in choosing a product or service. Therefore, the hypothesis linking brand image with purchase decision is accepted. These findings are consistent with previous studies by Sanjiwani & Suiasana (2019) and Miati (2020), which also concluded that brand image has a positive influence on purchase decision.

#### *H. The Influence of Service Quality on Purchase Decision*

Based on the analysis results, it was found that service quality does not have a significant effect on purchase decision. This means that even though Pelita Air offers high service quality, it does not directly affect consumers' decisions to purchase. Adequate service quality that meets customer expectations is not the main factor driving their purchase decisions. Therefore, the hypothesis stating the influence of service quality on purchase decision is rejected. This finding is consistent with previous research by Aang (2022), which shows that although service quality can affect brand image and consumer perceptions of products or services, its direct influence on purchase decisions is limited. Other studies by Vicko and Franky Slamet (2022) also emphasize that although service quality can strengthen customer loyalty, its impact on direct purchase decisions still requires further study.

#### *I. The Influence of Product on Purchase Decision*

Based on the analysis results, it was found that product has a significant effect on purchase decision. This means that the better the product quality offered by Pelita Air, the greater the likelihood of influencing the consumer's purchase decision. Products that meet or even exceed customer expectations have proven to encourage them to make a purchase. Therefore, the hypothesis stating the relationship between product and purchase decision is accepted. These findings align with previous research by Laoli & Hasan (2020), which concluded that product quality has a significant impact on purchase decisions.

#### *J. The Influence of Price on Purchase Decision*

Based on the analysis results, it was found that price has a significant effect on purchase decision. This indicates that the more competitive and affordable the price offered by Pelita Air, the greater the impact on the consumer's purchase decision. Prices that align with customer expectations and purchasing power have proven to influence their choices when buying products or services. Therefore, the hypothesis testing the relationship between price and purchase decision is accepted. These findings are consistent with research by Adenkule (2018), which stated that the price of a product or service offered by a seller significantly affects the purchase decision.

#### *K. The Influence of Trust on Purchase Decision*

Based on the analysis results, it was found that trust has a significant effect on purchase decision. This indicates that the higher the level of trust consumers have in Pelita Air, the greater its impact on driving their purchase decision. Strong trust, which meets customer expectations, has been proven to strengthen their decision to buy the product or service offered. Therefore, the hypothesis testing the relationship between trust and purchase decision is accepted. These findings are consistent with previous research by Susanti & Rustam (2022), which showed that consumer trust has a positive and significant effect on purchase decisions. Trust is also considered a key factor in building loyalty and strengthening long-term relationships with customers, contributing to business sustainability and company development.



## V. CONCLUSION

Based on the hypothesis testing results and discussions presented in the previous chapter, it can be concluded that brand image, price, and trust influence purchase decisions, while service quality, price, and trust affect brand image. However, the product does not influence brand image.

- This study contributes recommendations for future research and practical suggestions for Pelita Air to enhance its services and brand image. Future researchers are encouraged to expand the study by adding other independent variables, such as promotions, market competition, or customer loyalty, to broaden the analysis of factors influencing purchase decisions.
- Additionally, Pelita Air is expected to provide more accessible customer service, for example, through a WhatsApp-based service center, allowing customers to quickly and efficiently submit complaints, suggestions, or schedule changes. Each input received, whether complaints, praise, or suggestions, should be recorded and managed properly as material for evaluation in improving service quality. Pelita Air is also advised to provide more detailed information about the facilities customers receive according to ticket prices, such as in-flight meals, to strengthen customer trust and satisfaction.
- By implementing these recommendations, it is hoped that Pelita Air can enhance its brand image, strengthen consumer loyalty, and expand its market share in the future. Pelita Air can build consumer trust by providing advertisements related to aircraft maintenance processes. To improve customer satisfaction, Pelita Air is advised to focus on increasing On-Time Performance (OTP) by monitoring and making improvements to factors causing flight delays. By paying attention to these factors, the company can ensure more efficient and reliable service, which will ultimately improve brand image and customer loyalty.
- Furthermore, Pelita Air may consider offering promotional prices on empty leg flights, which are flights returning without passengers. This approach can attract customers to utilize services at more affordable prices, optimize unused flights, improve operational efficiency, and expand the customer base.

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